

## Conference Partners

THE UNIVERSITY of TENNESSEE at CHATTANOOGA   
COLLEGE of BUSINESS

Big Data Development Day hosted by



Program Partners

TERADATA

CO.LAB   
THE COMPANY LAB from idea to business

THE UNIVERSITY of TENNESSEE at CHATTANOOGA   
COLLEGE of BUSINESS

### Conference Chair

**Ashish Gupta, PhD**

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### Submissions

Submissions are invited for presentation at the symposium. Submissions should focus on big data and analytics application in smart grids, healthcare, consumer, sports and other application areas.

### Important Dates

August 15, 2014

1,000-word paper summary deadline

August 15, 2014

Papers abstracts (100 words or less) deadline

August 15, 2014


Panel proposals deadline

August 24, 2014

Authors notified of paper acceptance decision

August 31, 2014

Final paper revisions resubmission

THE UNIVERSITY of TENNESSEE at CHATTANOOGA   
COLLEGE of BUSINESS  
presents

# sharp 2014

Symposium on Healthcare  
and Analytics in Research  
and Practice

[UTC.edu/sharp](http://UTC.edu/sharp)



# sharp 2014 conference

The SHARP 2014 Conference will bring together academic professionals and industry representatives who share a common passion for application, research, and education innovation in the field of analytics.

In the spirit of open innovation the conference offers the opportunity to learn from, contribute your knowledge to, and brainstorm with the industry's key movers and shakers. The 2014 conference will focus on the application of analytics to healthcare, smart grid and other cutting-edge areas related to analytics.

The conference is hosted by the UTC College of Business in Chattanooga, Tenn., one of the South's top travel destinations. Also called the Gig City, Chattanooga has one of the most advanced smart grid systems in the nation and is the first city in the Western Hemisphere to offer one-gigabit-per-second fiber internet service to all residents and businesses. Explore Chattanooga this fall and discover a world of outdoor adventure, amazing restaurants, live events, art and world-class attractions.

## Conference Schedule

**Wednesday, October 15**

Pre-Conference Workshop: Big Data Overview, Analytics for Everyone and a Hands-on Lab hosted by IBM

**Thursday, October 16**

Opening Session Keynote  
Breakout Sessions on Healthcare, Smart Grid and other topics  
Poster Presentations and Demonstrations

**Friday, October 17**

Breakout Sessions on Healthcare, Smart Grid and other topics

## Keynote Speakers

**Dr. Mike Haydock**  
IBM Fellow and Chief Scientist, GBS

**Dr. Katharine Frase**  
Vice President and Chief Technology Officer, IBM

**Bill Franks**  
Chief Analytics Officer for Teradata

**Dr. Ramesh Sharda**  
Director of the Institute for Research in Information Systems, Oklahoma State University

## Conference Pricing

Professional/Academic	\$200
Student	\$75

## Conference Site

Chattanooga Marriott Downtown

## Accommodations

Chattanooga Marriott Downtown  
Conference rate of \$109 per night  
Visit [www.utc.edu/sharp](http://www.utc.edu/sharp) for registration and other information.



Chattanooga

